**Advertising Log – Visual, Aural and Print**

**Your task tonight is to NOTICE!**

**Notice what you are being invited to want, to need and to believe about yourself – all based on the advertisements that are on your TV, the radio, the internet and in the newspapers and magazines that you read...**

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| **Ad** |  |  |  |  |
| **Source – TV, Radio, Internet, Magazine, Newspaper** |  |  |  |  |
| **Is the ad intended for a youth audience?**  **How can you tell?** |  |  |  |  |
| **What language has the ad used to draw you in?** |  |  |  |  |
| **What images has the ad used to draw you in?** |  |  |  |  |
| **Is it successful? Why?** |  |  |  |  |

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